

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

YAT & C (PMU&T) Department - Tourism Promotion - Telangana Tourism publicity activities - Sanction of Rs.10,91,012/- (Rupees Ten Lakhs Ninety One Thousand Twelve Only) - Orders - Issued.

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**YOUTH ADVANCEMENT TOURISM AND CULTURE (T&PMU) DEPARTMENT**  
**G.O.RT.No. 210**

**Dated:13-03-2015**

**Read the following:-**

1. From the CEO, HCVB, Hyderabad, Invoice, Dated: 11-02-2015
2. From the CEO, HCVB, Hyderabad, Invoice, Dated: 11-02-2015
3. From the CEO, HCVB, Hyderabad, Invoice, Dated: 11-02-2015

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**O R D E R:**

Telangana State, particularly Hyderabad has competitive advantage over other Indian States in terms of Medical Tourism and MICE Tourism. The presence of the best airport, convention centre, exhibition facility, hotels on par with the best urban infrastructure, moderate climate and attractive tourist destinations can help position Hyderabad as the most preferred destination for MICE Tourism. In order to promote Hyderabad as a Convention Capital of India, the Tourism Department with the help of industry members has proposed to constitute a Bureau under the title "Hyderabad Convention Visitors Bureau (HCVB)".

2. In the reference 1<sup>st</sup> to 3<sup>rd</sup> read above, the Chief Executive Officer, Hyderabad Convention Visitors Bureau, Hyderabad has submitted the following invoices and requested to make the payment in connection with promotion of Hyderabad:

Sl.No.	Description	Amount
1.	Towards marketing Support Participation at EIBTM tradeshow 2014 held on 18 <sup>th</sup> to 20 <sup>th</sup> November, 2014, Barcelona, Spain (Hyderabad stand space and Hyderabad stand design/Construction)	Rs.8,50,000/-
2.	Towards Promotional Support, HCVB promotional video showcasing Hyderabad as a MICE destination	Rs.5,00,000/-
3.	Towards Marketing Support, HCVB participation at MTM & LLTM 2014 Telangana Tourism stand held on 28-11-2014 at The Ashok Hotel, New Delhi	Rs.91,012/-

3. Government after careful examination of the matter hereby sanction an amount of Rs.10,91,012/- (Rupees Ten Lakhs Ninety One Thousand Twelve Only) to M/s. Hyderabad Convention Visitors Bureau, Hyderabad towards Telangana Tourism publicity activities as detailed below and also action for not issuing the work order is ratified:

Sl.No.	Description	Amount
1.	Towards marketing Support Participation at EIBTM tradeshow 2014 held on 18 <sup>th</sup> to 20 <sup>th</sup> November, 2014, Barcelona, Spain (Hyderabad stand space and Hyderabad stand design/Construction)	Rs.5,00,000/-
2.	Towards Promotional Support, HCVB promotional video showcasing Hyderabad as a MICE destination	Rs.5,00,000/-
3.	Towards Marketing Support, HCVB participation at MTM & LLTM 2014 Telangana Tourism stand held on 28-11-2014 at The Ashok Hotel, New Delhi	Rs.91,012/-
<b>TOTAL</b>		<b>Rs.10,91,012/-</b>
<b>(P.T.O)</b>		

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4. The amount sanctioned at para - 3 above shall be debited to the following Head of Account:-

“3452- Tourism-01-Tourist Infrastructure - 102 Tourist Accommodations & other facilities to Tourists - Schemes included in PLAN, GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism - 260 - Advertisement, Sales and Publicity - Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para - 3 above and disburse the same to M/s. Hyderabad Convention Visitors Bureau, Hyderabad through bank. The following are bank account details:

Bank Name	:	HDFC Bank
Branch	:	Jubilee Hills
Bank A/c. No.	:	2083 145 00 000 47
IFSC Code	:	HDFC 000 2083

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

B.P. ACHARYA  
PRINCIPAL SECRETARY TO GOVERNMENT (FAC)

To

M/s. Hyderabad Convention Visitors Bureau, Hyderabad.  
The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department,  
The Deputy Pay & Accounts Officer, T.S., Secretariat, Hyderabad.  
The Accounts Officer, YAT & C (PMU - Claims) Department.  
SF/SCs

//FORWARDED::BY ORDER//

SECTION OFFICER